Northeastern Catholic District School Board

COMMUNICATION WITH THE PUBLIC	
Policy Number: C-2	**Authority: 99-058/04-72/13-31/17-06/20-54/23-64/25-18**

POLICY STATEMENT

The Northeastern Catholic District School Board (NCDSB) is committed to communicating with students, families, staff, trustees, partners, and the broader community in a timely, accurate, respectful, and transparent manner. Effective communication strengthens relationships, builds public confidence, supports student success and well-being, and reflects the mission, values, and strategic priorities of the Board.

REFERENCES

Municipal Freedom of Information and Protection of Privacy Act
Ontario College of Teachers Professional Advisory: *Maintaining Professionalism – Use of Electronic Communication and Social Media*
NCDSB Multi-Year Strategic Plan
NCDSB Trustee Procedural By-Law
NCDSB Policy
- E-20 Response to Tragic Events
- E-23 Emergency Preparedness
- E-24 Safe Schools
- I-2 Responsible Use of Information and Communication Technology
- P-19 Right to Disconnect from Work
- T-10 Public Participation

NCDSB Administrative Procedure
- APC002 Communication with the Public
- APE034-1 Safe Schools: Code of Conduct

DEFINITIONS

Social Media
Encompasses software, applications, RSS feeds (including those running on mobile devices), blogs, wikis, email and websites which enable users to interact, create and exchange information online.

POLICY REGULATIONS

1.0 Communicate in a manner that is timely, accurate, respectful, accessible, and responsive to the needs of its communities.

2.0 Communicate openly about decisions, priorities, programs, and use of public resources to promote transparency and public confidence.

3.0 Foster meaningful and respectful communication with students, families, staff, trustees, parishes, and community partners to strengthen relationships and support student success.

4.0 Ensure that all official communications reflect professionalism, integrity, inclusion, and respect while protecting personal privacy and complying with applicable legislation.

5.0 Use digital communication and social media responsibly to inform, engage, and celebrate the achievements of students, staff, and school communities.

6.0 Communicate promptly and responsibly during emergencies or significant events to support the safety and well-being of students, staff, families, and the broader community.

7.0 The Chief Executive Officer shall serve as the official spokesperson for the Board on all operational matters. The Chair of the Board may serve as the official spokesperson on governance matters.

8.0 Maintain administrative procedures to support the implementation of this policy, including protocols for media relations, spokesperson responsibilities, digital communication, emergency communications, and other public communication practices.